

Canadian Moving Picture DIGEST

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RAY LEWIS
Editor and Managing Director

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ELBOW-GREASE FOR SUCCESS



ELLOW-GREASE is an old-fashioned application generally associated in its use with housewives who utilize it in their cleaning-up process.

It is guaranteed to produce results if used at full strength. It is scarcely necessary to explain that it made the family-washing whiter than snow when housewives used elbow-grease, that is washing by hand and rubbing upon the old-fashioned washboard before electric washing-machines came in. But its beneficial effects are not restricted to family washing.

A little elbow-grease applied to Show Business and business in general might help Prosperity to turn that difficult corner.

The Saturday Night has this interesting editorial comment in connection with the waiting attitude of the masses and classes in respect to "better times". It expresses what The Digest feels on the subject and is the inspiration for the advice to use the "elbow-grease" method to obtain results.

The Saturday Night editorial, by Robson Black, starts off as follows: "If you browse through any biography, any 'life and times' of 1800 to 1890 you cannot fail to glean from between the lines that almost nobody gave a thought to Government as a trading partner and almost everybody ran his own business."

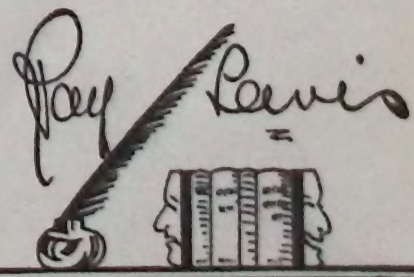
This editorial stresses the fact that business men faced depressions with the same attitude that one would face a plague, they pitched in to get rid of it, the "vice-presidents and presidents were at their desks early and late and aggressive management sat erect on a kitchen chair".

Today big business men are so busy blaming the Government, their own country, or the Government of other nations, or Tariffs, or Extravagant Government regime, or "what have you", for Bad Business, that they make no effort to get business, hoping for a deflation, or an inflation plan, a wiping out of War Debts, on the Gold Standard, or off the Gold Standard policies to set the wheels of Trade and Commerce in motion.

Robson Black calls it the "New Inertia". The Digest recognizes it as the ancient custom of offering the Sacrificial Goat, or in modern and elegant phraseology, "passing the buck", the latter "buck" being still the male of the goat according to Webster's dictionary.

A few days ago Premier Hepburn of Ontario, made a statement at a public meeting to the effect that under the Bennett Government, the introduction of subsidiary American companies in Canada had received great stimulation and that these companies which send their profits out of Canada contribute to the present lack of business for Canadians, and these are part of the cause of Unemployment and Depression.

It might be interesting to observe that if it had not been for the American Film Producers and Distributors' operation of Canadian Distributing subsidiary companies, there would not have been a Canadian Film Industry of today's importance, nor would we have had a market for British Films in Canada.



Held Over Full Week Capitol Th London, Ont.



RAY LEWIS

PARENTS

usades against Motion
keep tolerant.
morning paper discloses that a mis-
was used to sell gas-bombs to the natives
Ecuador, evidence as presented before the U.S. Senate
munitions investigation.

"Tambourine in one hand and gas-bomb in the other" was the picturesque showmanship language used by Senator Homer Bone (D. Wash) in speaking of the Rev. Paul Young, Christian Alliance missionary, who happens to be the brother of John W. Young, President of Federal Laboratories, Inc., munitions manufacturer.

Senator Bone made "no bones" about his facts, his evidence was a bomb-shell and not a "boner".

The letter between the brothers is as good as a show. In fact one might be inspired to call them "a holy show". However, this should not influence motion picture producers, etc., to refrain from making their usual generous contributions to missions, or to condemn missionaries as War Propagandists, hypocrites, camouflaging their ammunition with the Shield of The Lord. They should not follow the example of such Reformers who boycotted Motion Pictures; and called us "unclean", "an evil influence", "dens of iniquity", etc., etc.

They should adopt the attitude of truly religious people by remembering that one gas-bomb selling missionary is no different than one picture of cheap sensational material; neither of these make the whole iniquitous or a subject of condemnation.

THE man who said, "Truth is stranger than fiction", must have been inspired to such comment in order to convert the Doubting 'Thomas' of the world. For example Believe It Or Not, here are the alleged letters of the gas-bomb selling missionary to his brother as presented before the U.S. Senate.

The letter is dated April, 1932, and begins its narration by referring to a visit to an Indian station in Agato, Otavalo, during which "six or eight Indians showed a desire to follow The Lord and we prayed with them".

The next paragraph as recorded, states that the missionary staged a demonstration for the Ecuador Minister of War and other officials, presenting his brother's products.

"Yesterday I saw the Minister of War again, and made arrangements to demonstrate today. The minister, two generals, the head of the police of Oruito, and a number of officers and soldiers were present." "I used the 'billy' first, but I am sorry to say it did not prove a success. I shot it at two soldiers but they were able to stand the gas and get me.

"I then shot the grenade in a room and asked the men to go in. This was a real success, and helped to gain what I had lost through the failure of the billies.

"Before leaving the minister asked me to give him the best price on 100 billies and 200 grenades. I told him I would write you and have you send him quotations and terms direct."

It is reported that as this letter was read Young's face grew red. Even redder than the faces of we, of Motion Pictures, who were heralded in the press of the world as "purveyors of vice", we who frankly admit we are Show People, who make no pretence of making "converts for The Lord", our business is to Entertain!

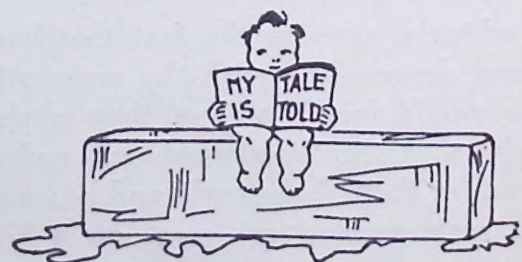
WHILE on the subject of "fit and unfit", I note that Metro-Goldwyn-Mayer has, for the fifth time, won the Blue Ribbon Award given monthly by Box-Office. The winner this time is "Treasure Island" with Wallace Beery, Jackie Cooper, Lionel Barrymore and a host of starry names.

Parents' Magazine also gave a blue-ribbon to "Treasure Island" for being the best all-around family picture for entertainment during the current month.

The awards of magazines go merrily on, they are many and numerous. They should be presented in the News Reel of the Companies who produce News Reels, irrespective of what company wins an award.

They receive very little space and comment in the daily press because Virtue is not as marketable as Vice by way of News Value.

Let me elucidate this statement lest some Reformer interpret its meaning to indicate that I say there is a better market for Vice than Virtue! Seldom ever will a daily newspaper herald across its front page that a Parents' Magazine, or any other magazine, gave a motion picture an award for being excellent family entertainment, but if a Parents' Magazine selected a certain picture as destructive to family life, any newspaper, at any time, is likely to blazon this verdict across its front page because Man eats up gossip and scandal.



Kenneth J. Bishop Forms Northern Films Ltd., Victoria, B.C.

Dear Old London

(Special to The Digest from our London correspondent, Dennison Thornton)

SENSATION at London Film studios where director Rowland Brown recently walked out on "The Scarlet Pimpernel".

This is what happened: Alexander Korda was talking to a studio official in a corner of the stage when suddenly Brown, who had been directing scenes, strode over to him, shook hands, put on his hat and walked off, leaving Leslie Howard and the entire company "in the air".

According to Korda the reason for Brown's action was a disagreement between them as to how the picture should be made. Like Von Stroheim, Brown likes to do things his own way. And so does Korda. Regrettable as it is that such a fine director as Brown should have upset his British debut, I feel, nevertheless, that it has been for the best. Historical subjects like "The Pimpernel" are hardly suitable material for a director who specializes in "life in the raw" and Gangster pictures. Its rather like asking Jim Tully to make "Little Women"!

It is understood Korda may take over direction of "Pimpernel" himself. In the meantime Brown has a job of work to do for Basil Dean. "Twelve Chairs" is the title and it was written by Brown himself. Which means it is something the director will like doing.

AMIDST the hustle and bustle of preparations for the new season the following bits obtrude themselves: Nancy Carroll negotiating for a contract with Clifton-Hurst Production, new British company . . . William Beaudine, Hollywood director, signed by B.I.P. . . . Douglas Fairbanks, Jr., has started his own company, "Douglas Fairbanks, Jr. Productions" . . . Elizabeth Bergner to do screen version of her stage success, "Escape Me Never" for B. & D. . . . Mark Ostrer is in New York to help Jeffrey Bernard set-up Gaumont-British nation-wide organization in U.S. . . . Gaumont pleased Radio City Music Hall will show "Chu Chin Chow" . . . "Picture of Dorian Gray" by Oscar Wilde under consideration by two studios . . . B.I.P.'s "Blossom Time" premiere at Regal . . . "Chu Chin Chow" and "Cleopatra" have opened big here . . . latter showing on basis of three performances daily . . . Basil Dean and "Lorna Doone" company off to Devon and Somerset for location work . . . Neville Thompson, editor of British Film Reporter, off to Denmark to do costume research work for the Toeplitz "Dictator" film which co-stars Clive Brook and Madeleine Carroll . . . Jessie Matthews anticipating a blessed event in December . . . M-G-M's "Runaway Train" doing nicely at the Empire on double-bill with "Warn London", British Lion thriller . . . Basil Dean's "Java Head" opens well at the Plaza with good notices from critics . . . Laura la Plante on the West End stage in "Admirals All".

THE great commercial success in London of Flaherty's documentary "Man of Aran" has had the effect of encouraging producers to turn to the simple, every-day things in the real life about them for their screen material.

The most important and interesting of these new documentaries is "Eight Million" recently completed by an independent producer-director, Michael Dillon, who made it in co-operation with only a cameraman and a "cutter". The picture is a symphony of London in which neither professional actors nor studio sets are used. Londoners

themselves (though they may not know it) are the players; London itself the gigantic set.

"Eight Million"

The story of the film is the story of London's daily life from dawn to midnight. It compresses into one hour of running time thousands of familiar, and unfamiliar, little incidents and occurrences, sights and customs, from a man selling live eels in Whitechapel to the workers in a big West End store; from unhappy looking down-an-outs on Thames Embankment to wealthy pleasure seekers in Piccadilly. It is an impersonal, yet strangely emotional and exciting impression of life, love, laughter and tragedy in the big city — a vibrant, colorful, entertaining piece of non-fiction that carries the spectator's interest from start to finish. The pace of the picture takes its tempo from the pace of London itself and great praise is due the "cutter" who has done an expert job of assembling thousands of bits and pieces of disjointed film into a feature of perfect unity.

The photography is of a very high standard throughout while the sound recording is excellent. The producer has been indebted to Gustave Holst's "The Planets" symphony which provides the superb musical setting from the opening shots of a tug boat gliding under Tower Bridge to meet the sunrise right down to the final footage when the lights of a big apartment block are extinguished one by one.

"Eight Million" deserves to be the success it will be when released to the public. Canadian exhibitors will find it a perfect "added feature" for high-class bills and one that will have audiences talking and newspapers raving. Dillon and his assistants are to be congratulated on a film that any of the biggest studios would have been proud to have produced.

Don Juan Hat-Trick

By the time you read this the London Pavilion, former stronghold of Vaudeville, will be operating as a picture theatre with "The Private Life of Don Juan" as the attraction. London Films, through United Artists, have started a big advance campaign on the film. A huge electric sign covering the entire frontal of the theatre emblazons forth the names of the star, the title and Kordian origin of the production to passing Picadillians. Seldom has a premiere been so eagerly awaited. The question on everyone's lips is: "Will Korda do the hat-trick with 'Don Juan'?" (A hat-trick, it should be explained, is English slang for three consecutive successes.)

Nathanson Praised by British

MR. N. L. NATHANSON when in town looked over the new British product. "The Cinema", British film trade gazette, pays tribute to Mr. Nathanson for the big things he has done for British pictures in Canada . . . Julius Hagen, chief of Twickenham studios, will produce a film about Oliver Cromwell . . . "Blossom Time", B.I.P.'s musical special, so pleased the King and Queen of Italy at the Venice International Exhibition that they singled it out for a Royal performance to be given at their summer home . . . Among those who attended the premiere of "Private Life of Don Juan" were Carl Laemmle, Louis B. Mayer, Hon. Howard Ferguson, Canadian High Commissioner, and a host of social notabilities. . .

"Chu Chin Chow" Gaumont-British Musical Comedy Drama Will Make Canadian Hit—Ray Lewis

BOY, OH, BOY! IS UNIVERSAL STEPPING OUT!



Gift of Gab

A 30-Star musical screenshow, with EDMUND LOWE, RUTH ETING, Gloria Stuart, Phil Baker, Chester Morris and dozens of other famous names of screen, stage and radio.

The Human Side

Starring ADOLPHE MENJOU, with Doris Kenyon, Dickie Moore, Joseph Cawthorn, Reginald Owen, Betty Lawford, Charlotte Henry. Directed by Edward Buzzell.

Romance in the Rain

With ROGER PRYOR, HEATHER ANGEL, Esther Ralston, Victor Moore, Ruth Donnelly, Paul Kaye. Directed by Stuart Walker. A Stanley Bergerman Production.



Show Business



Universal Announces Release Dates for 1934-35

Carl Laemmle, Jr., production head of Universal Pictures made definite announcement recently of the titles and release dates of the first eight films of that company's 1934-1935 schedule. These pictures are, "There's Always Tomorrow", "Million Dollar Ransom", "Gift of Gab", "Wake Up and Dream", "Secrets of the Chateau", "What Ladies Dream", "Great Expectations" and "Night Life of the Gods". They will be shown at weekly intervals from September to November. Two of them are musical productions. One is an elaborate costume drama. Another is a comedy with more production novelties than "The Invisible Man".

"The Little Minister" Heads List of RKO Radio Pictures

The RKO Radio studios in Hollywood are in the midst of an extensive production drive with six feature films in production, four in the cutting rooms and five others in the last stages of preparation scheduled to go before the cameras within the next ten days.

Darryl Zanuck announces that Clark Gable will be starred in 20th Century's forthcoming production, "It Had to Happen". The film is to go into production in several weeks, and other assignments for the supporting cast are to be announced shortly.

M-G-M Wins Blue Ribbon Magazine Award Again

Winning the Blue Ribbon award given monthly by the trade publication, Box-office, for the fifth time in the past year is the feat of Metro-Goldwyn-Mayer with "Treasure Island".

This new Wallace Beery - Jackie Cooper film, given a similar award from Parents' Magazine, was termed by Box-office the best all-around family entertainment for the current month.

Other M-G-M productions which have captured the same award during the past year comprise King Vidor's "The Stranger's Return", "The Cat and the Fiddle", "Tarzan and His Mate" and "Viva Villa!"

Ann Harding Stars In "Enchanted April"

Ann Harding's next starring vehicle on her home lot, RKO Radio, will be "The Enchanted April", an adaptation of the novel by Elizabeth Russell and the play of Kane Campbell and Rosalie Stewart. Samuel Hoffenstein and Ray Harris are now developing the screenplay which Harry Beaumont will direct under Kenneth Macgowan's supervision.

The life of Johann Strauss, great Viennese "Waltz King", is to be material for screen drama. This was learned last week with the signing by Metro-Goldwyn-Mayer of Rupert Hughes, famous American novelist, to work on the screen play, which Bernard Hyman is to produce.

"Sweet Adeline" In Production

Warner Bros. announce that "Sweet Adeline", its adaptation of the Broadway success of the same title by Jerome Kern and Oscar Hammerstein II, is now in the full tide of production under the direction of Mervyn LeRoy. Irene Dunne is being starred in the picture. Among the players cast so far for principal roles are Hugh Herbert, Ned Sparks, Joe Cawthorn, Donald Woods, Dorothy Dare, Louis Calhern and Nydia Westman.

M-G-M Signs Contract with Rachel Crothers, Vicki Baum

Metro-Goldwyn-Mayer has announced new contracts with Rachel Crothers and Vicki Baum, who will contribute original stories to the new season program.

Among the many successful plays which Miss Crothers has contributed to the Broadway stage are "A Little Journey", "When Ladies Meet" and "Let Us Be Gay".

Vicki Baum, author of "Grand Hotel" and other plays and novels, has just written "The Night is Young", co-starring vehicle for Ramon Novarro and Evelyn Laye.

The cast of "Cheating Cheaters" has been very largely chosen and the film itself will get under way at Universal City this week. The cast to date includes Fay Wray, Cesar Romero, Minna Gombell, Francis L. Sullivan, Hugh O'Connell, Henry Armetta, Wallis Clark and Ann Shoemaker, Richard Thorpe is directing this famous Max Marcin play.

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Toronto Theatres

LOEW'S—Manager Jules Bernstein — "Here Comes the Navy", a Warner Bros. picture, with James Cagney, Pat O'Brien, Frank McHugh and Gloria Stuart.

IMPERIAL—Manager Jack Arthur — Diana Wynyard in "One More River", a Universal picture with Colin Clive.

TIVOLI—Manager D. Krendal — Stuart Erwin in "Bachelor Bait" an RKO production, and Ricardo Cortez in "Hat, Coat and Glove", also produced by RKO.

SHEA'S—Manager Jerry Shea — William Powell in "The Key", produced by Warner Bros.

UPTOWN—Manager Tom Daley — "One Night of Love", a Columbia picture with Grace Moore.

"One More River" Makes Hit, Imperial, Toronto

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**Glorious
Music!**

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Premiere Canadian Showing: Uptown Theatre, Toronto.



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Song Hits!**

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